

How to
Make More Sales
at the Pen Counter



*A Practical, Tested Method
Based on the Combined Experience
of "Star" Sales-people*

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The Parker Pen Company

4 K E S V I L L E · W I S C O N S I N · U . S . A .

How to Make More Sales at the Pen Counter

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Perfect Your Selling Technique



The "star" sales-person constantly strives to improve his—or her—methods. When a prospect walks out without buying, the alert salesman does not simply shrug his shoulders and hope for "better luck" next time. He does not blame the customer or the merchandise.

Instead, he tries to analyze himself, to discover the weak spots in his presentation. And having found his mistakes, he studies how to correct them. In other words, he looks in the mirror for the answer, and he usually finds it there.

The Parker Vacumatic is the easiest of all fountain pens to sell. But like any other article, its many advantages must be intelligently demonstrated to the customer. Its unique features must be interpreted in terms of what they will do for the customer.

There are almost as many ways of selling the Parker Vacumatic as there are people selling them. Yet, some sales-people are far more successful than others. They "close" a larger percentage of sales. And their dollar volume-per-sale is larger.

What is the method these "star" sales-people use? To get the answer, we have studied their techniques. We have taken the best points of many highly successful salesmen and saleswomen and combined them into one simple, fundamental formula which we illustrate and explain in this booklet.

This formula, when thoroughly studied, understood and used will help any alert sales-person to create more sales, with less effort, and at greater profit.

The Parker Pen Company

JANESVILLE • WISCONSIN • U. S. A.

RULE No. 1

Show First the Pen That the Customer Wants To See

THE NATIONAL PEN CENSUS SHOWS THAT
PARKER IS PREFERRED BY 9 TO 4

Brand	Present Ownership %	Preference On Next Purchase %
PARKER	32.47	47.24
Sheaffer	20.05	21.03
Waterman	18.25	14.42
Wahl	7.11	7.00
Conklin	6.07	4.66
Moore	1.95	.79
Swan	1.25	.44
Carter	.63	.25
Others	11.46	2.13

Conducted by the Recording and Statistical Corporation.

It is the experience of most retailers that only about half of the people who stop at the pen counter ask to see a particular make of pen.

This does not mean that the other half do not have a preference. On the contrary, a large majority of those who merely say: "I am interested in a fountain pen" have a very definite idea of the pen they want to see, even though they do not ask for it by name.

It is human nature for a person to wait for the sales-person to recommend a brand. They feel that the salesman is an expert on fountain pens. And if the salesman's choice coincides with their own, the sale is easy to make. If, however, the salesman urges a different pen from the one the customer has in mind, he meets resistance, and the sale, if made at all, is difficult.

So the alert sales-person plays safe by first showing the make of pen he knows to be most in demand. He can easily discover which pen this is in two ways: (1) By keeping a careful record of calls where brands are specified. This record should be kept over a period of several months to make certain it represents a true picture. Or:

(2) By accepting as accurate the results of the National Pen Census conducted among thousands of pen users from coast to coast by the Recording and Statistical Corporation. This canvass shows that Parker is the first choice pen by 9 to 4.

And Here's Another Consideration

The sales-person who puts on his thinking-cap will agree that the chances are 9 to 1 that the average customer already has a rubber ink sac pen in his pocket. If that is true, then why has the customer come in to see a new pen? The only possible answer is this:

Either he wants the pen for a gift, or he is dissatisfied with his old pen.

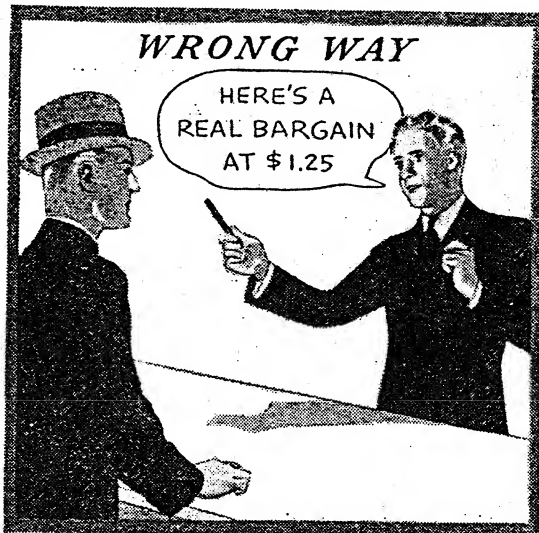
The reason he is dissatisfied with his old pen is that he has heard or read of a revolutionary new sacless pen that holds about twice as much ink, has Television Ink Supply so he can see when to refill, and a marvelous new Scratch-proof Point of Platinum and Solid Gold.

In other words, Parker's advertising has told him about the very newest and most advanced development in pens—the Parker Vacumatic, which offers him advantages his rubber ink sac pen could never give. Naturally, his enthusiasm dies if he is shown another rubber ink sac pen. He is apt to conclude that if this type is still "hot stuff", his old pen is good enough. Either he buys no pen at all, or he goes elsewhere and buys from a retailer who features the "latest thing."

Hence, the "star" sales-person opens every Sale by showing the only mechanically perfect and continuously reliable Sacless pen—the Parker Vacumatic.

RULE No. 2

Start Each Sale With The Highest-Priced Pen



Anyone can see at a glance that high-priced pens bring the greatest sales totals. For example:

If you sell eight Parker Vacumatics at \$10 each
Your sales volume is.....\$80

If you sell eight Parkettes at \$1.25 each
Your sales volume is.....\$10

The mistake many sales-people make is in concluding that the better pens are bought only by people of wealth, and therefore that the market is small.

On the contrary, a recent house-to-house canvass in cities east and west shows that the percentage of Parker Pens owned in poorer neighborhoods is about as great as the percentage owned in the wealthier districts. In other words, wage earners are as good prospects for a Parker Vacumatic as millionaires. So do not try to judge from a customer's appearance what he is willing to spend.

Also remember that approximately 63% of all pens are bought for gifts. And the gift-seeker is almost always a quality buyer, ready and willing to spend a little more to get the newest styles and features.

Steps In Making The Sale

1. Set The Stage

The neatness and orderly appearance of your pen stock is an important factor in selling. Keep the pen trays filled with a complete assortment of Parker Vacumatics in all colors, sizes and points so that you can quickly select any desired pen. The front of the case should be free from signs, stickers, etc. There is an irresistible appeal in the flashing rows of shimmering Pearl and Jet Beauties that attracts customers like a magnet attracts steel.



The top of the case should never be cluttered up with cheap pens, boxes, odds-and-ends, etc. There should be, however, a bottle of fresh Parker Quink and a pad of good scratch-paper. This is the only equipment needed for demonstrating the Parker Vacumatic.

2. Look For Certain Clues

In opening the sale, it is important to early ask the customer questions. For example:

Mr. Jones stops at the pen counter, looks at merchandise.

YOU: "How do you do? May I show you a pen?"

After Mr. Jones answers, ask another question:

"Is it for a Gift, or for your personal use?"

If Mr. Jones indicates that it is for a gift, ask:

"Is it for a man or woman or child?"

If Mr. Jones wants the pen for his own use, ask: "For what type of work will you use the pen?" The type of work will give you a clue as to the style of point to suggest.



3. *Find The Right Point*



If the pen is for a gift, Mr. Jones will probably not know what point the recipient prefers. So show a fine, as nearly 70% of all pen users prefer this point. If the pen is for his personal use, and if Mr. Jones has no preference, take out a \$10 Super Vacumatic with a Fine Point. Then, before handing the pen to Mr. Jones, dip the point in ink, wipe it dry with a soft cloth or chamois to remove all oil, dip the pen again and write with it yourself on the scratch pad. After satisfying yourself that the point writes perfectly, hand the pen to Mr. Jones. Never give a customer a pen until you have tried it yourself.

After handing the pen to Mr. Jones, take out a duplicate of his pen to hold while demonstrating. This makes it unnecessary to take Mr. Jones' pen from him to demonstrate a selling feature. He can be examining his pen while you point out the features on yours.

4. *"Holds 102% More Ink"*

This is one of the most important of the Vacumatic's selling points and should be explained thus:

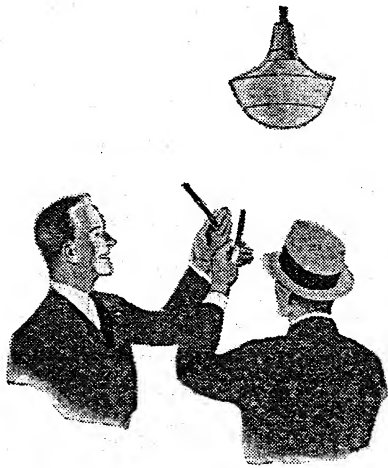
"This is a very unusual pen due to the fact that it has no rubber sac, nor does it have a sliding piston-pump within the barrel. In fact, the Parker Vacumatic abolishes 14 old-time parts that are still found in ordinary fountain pens. Because of this, it holds 102% more ink than the average sac pen of equal size. This means that one filling will last about twice as long as a pen that has a rubber ink sac inside."

Mr. Jones will undoubtedly agree that this is a real advantage.



5. "Full TELEVISION Ink Supply"

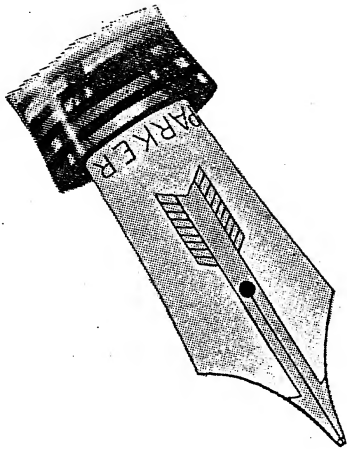
Hold your pen up to the light and point to the barrel.



"You will notice that when held to the light, the ink supply is visible the full length of the barrel. This is Parker's Television Ink Supply, and because of it this pen never runs dry against your will. You can always see exactly how much ink it contains. Also the Parker Vacumatic, while transparent, does not look transparent. The barrel matches the cap perfectly when filled. This barrel, incidentally, is non-breakable."

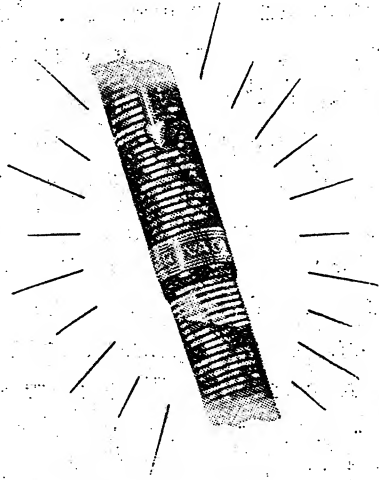
6. "Scratch-Proof Point"

Now call the customer's attention to the point of the pen thus:



"The Parker Vacumatic Points are the finest in the world. They are made of platinum and solid gold, tipped with the finest grade of genuine Iridium obtainable. Iridium, you know, is one of the hardest of all metals, and is used in Parker points to provide life-long wear. The Parker Points have justly earned the name 'Scratch-Proof.' Incidentally, this Point now has 33-1/3% more solid gold than formerly."

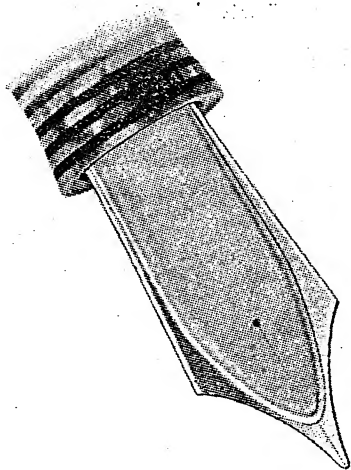
7. "World's Most Beautiful Style"



This feature is especially impressive if the customer is a woman, or if the pen is to be a gift to a woman.

"The Parker Vacumatic is the only pen having this beautiful laminated Pearl and Jet Style. Isn't it smart looking? It won the Pen Beauty Contest by 2 to 1, when 200 men and women, picked at random, were shown all leading makes of pens and asked to select their favorite style.

There are four Pearl colors from which to choose—Golden, Silver, Emerald and Burgundy, and a beautiful laminated Black—a color to blend or contrast with any clothes ensemble."



8. "New Feed of 'Stabilite' Governs the Flow"

Turn the pen over and point to the feed.

"You will notice that this pen has a new feed. This feed is made of a scientific new material — called 'Stabilite'—which has an unusual affinity for ink. Thus, it governs—or 'stabilizes'—the flow according to your writing speed.



9. "Smart Arrow Clip"

Insert your pen in your pocket and point to the clip.

"This Arrow Clip holds the Parker Vacumatic low in the pocket so that only the smart arrow design is visible—distinctive and exclusive. This makes the pen much more secure and helps to prevent loss.

10. "Guaranteed Mechanically Perfect"

This point is an effective "closer". After the foregoing features have been fully explained, say:



"Now you are probably wondering whether this pen is guaranteed. The Parker Pen Company guarantees the Vacumatic to be mechanically perfect. Should any defect in materials or workmanship develop, (unless wilfully or accidentally damaged) the pen will be repaired for a service charge of 35c to cover handling, insurance, and postage. This pen is built and engineered to give years of satisfactory service if not subjected to accidental damage or abuse."

Little Things that Make A Big Difference

If the customer says, "\$10 is too much money," do not be stampeded into immediately going to a cheaper pen. Of course, there are people who cannot possibly afford a pen at this price, but in 9 cases out of 10, the prospect is simply challenging you to justify the price by explaining the features and advantages.

* * * * *

If the customer insists that he cannot pay \$10, and after showing both sizes of the \$10 Super Vacumatic, you are convinced that such is the case, do not argue with him. Instead, take out an \$8.75 Parker Vacumatic and explain to the prospect that this has most of the advantages of the \$10 model in a slightly smaller size.

* * * * *

Do not get into a complicated discussion of mechanisms and details of construction. Few people are mechanically minded and such a discussion often confuses the real issue. However, if the customer does want to know exactly how the pen works, be prepared to give a full explanation. See page 20.

* * * * *

If the customer opens the sale by asking to see a make of pen other than the Parker Vacumatic, be sure to first show him the pen he asks for. The surest way to sell a Parker Vacumatic to such a customer is to allow him to see the vast difference in quality and advantages between it and the pen he had in mind when he came in.

If the customer is a woman interested in a pen for her own use, you can often intrigue her interest by observing the color of her dress or her coat and suggesting a Parker Vacumatic in a color that will harmonize, or "go well" with her clothing. Women are very susceptible to such suggestions.

* * * * *

If the customer starts off by saying, "I want to see a cheap pen," and resists your attempt to show a \$10 Vacumatic, it is sometimes advisable to start the sale with the \$5 Vacumatic and then show him the vast difference between it and the \$10 pen. Or show him the difference between the \$5 pen and the \$8.75 pen. Many times the unit of sale can be increased by demonstrating to the customer the extra advantages a few extra dollars will buy.

* * * * *

Do not try to force your opinions on customers who have decided opinions of their own. It is all right to argue gently for the merchandise you want to sell, but do not ever argue with a customer. You may win the argument, but lose him and the sale.

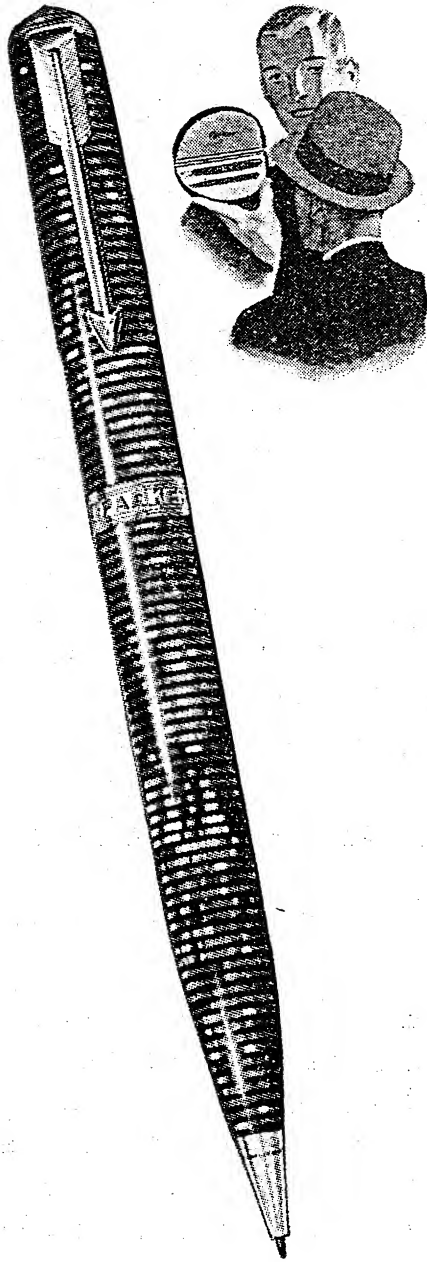
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Never "knock" another make of pen. Polite comparisons are much more effective.

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Remember that the Parker Vacumatic is a wholly new and different kind of pen. It has no rubber ink sac, no lever filler, no piston pump, and no air bulb. Make sure that the customer understands this. (See Page 20) The average person will think that all vacuum-type pens are about alike, and you are apt to meet with resistance unless you make it clear that the Parker Vacumatic is wholly and utterly different from any other fountain pen in this respect.

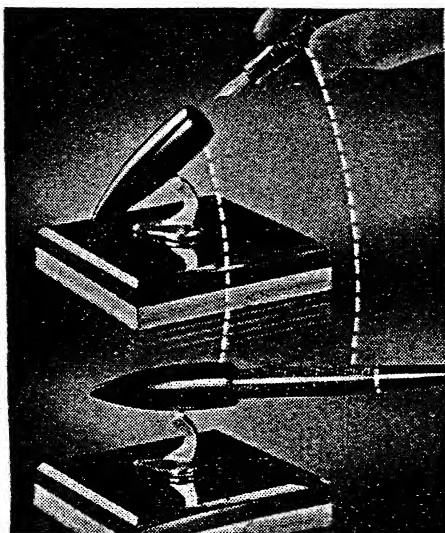
3 Ways To Add Extra Dollars to Your Daily Sales Total



1. Show Parker Pencils

Remember that the customer who purchases a Parker Vacumatic is in a buying mood. Never allow him or her to leave your pen counter without showing a Parker Pencil to match his pen. An effective way to do this—after the pen sale is made—is to remove from the case a Duette Set in the Parker Gift Box and show him what an attractive pair the pen and pencil make. Then remove the pencil from the box and hand it to the customer. Take another pencil in your own hands and quickly make a demonstration. Show how the lead turns in and out. Pull off the cap and show the eraser and extra lead cartridge. If he has purchased the pen for a gift, suggest how delighted the recipient will be to have the complete pen and pencil set.

Thousands of pencils are sold every week to customers who had intended to purchase a pen only. Remember that very few high-priced pencils are sold, except to match a pen and at the time the pen is purchased. The principal reason more sales people do not sell more pencils is simply because they fail to suggest them to the pen buyers. Yet in what other way can you so easily add 25% to 50% to your sales totals?



2. *Demonstrate Sealomatic Desk Set*

After you have shown the customer a pencil to match his pen, and whether he buys the pencil or not, do not let him leave your store without taking a Sealomatic Desk Set out of the case and showing him its advantages. "Mr. Jones, I would like to show you a remarkable new development in desk sets. This is Parker's new Sealomatic Desk Set, and it represents the greatest advance since desk sets were first invented. Let me show you how it works. You will notice that it has an unusual kind of socket. When you insert the pen, it automatically lowers to almost level

1. It automatically tilts upward to receive Parker Vacumatic Pen—
2. It automatically pivots to level rest when pen is inserted, so that ink cannot seep out—
3. It automatically clasps pen in air-tight seal so that ink cannot dry out—

Thus the pen point is ever moist—ever ready to write—an hour later or a week later!

rest and there is a very good reason for this. This greatly lessens the pull of gravity on the column of ink and overcomes one of the big objections to ordinary desk sets. That is, it prevents the seepage of ink from the pen to the pen retainer. Also, it automatically clasps the pen in an air-tight seal. Inside the Sealomatic socket is a soft rubber collar which fits tightly against the end of the pen barrel. This prevents the ink from drying out on the pen point and your pen is always sealed tight—ready to write—a day later or a week later. Now here is another very good feature about this Sealomatic socket. You will notice that if I do not push the pen far enough to make a perfect contact with the rubber collar, a spring inside ejects the pen, calling my attention to the fact that I have not inserted it properly. This device makes this type of desk base entirely fool proof—and it guarantees that your pen will be in perfect working order all the time."

3. Suggest Parker Quink

Every pen purchaser is a good prospect for Parker Quink. After the pen sale is closed, ask this question, "Do you have a good supply of fresh ink?" Be sure to use the word "fresh", for the customer may have ink, but when you raise the matter of freshness, he may figure that his ink is old and probably in poor condition. Take from the shelf a 25c bottle of Parker Quink and say, "You will get far greater satisfaction from your new Parker Vacumatic if you use a really-high-grade ink like Parker Quink. This is wonderful fountain pen ink, and it will make your pen work like a charm. Actually it cleans your pen as it writes, because it contains a special ingredient that dissolves deposits and sediment that are often left in pens by ordinary ink. Also Parker Quink dries 31% faster on paper, yet it will not dry in your pen. Our customers tell us that Quink dries so fast they can throw their blotters away." Then tell the customer that Parker Quink is made two ways—washable or permanent, depending on the use, and that the price is 25c for the large 4-ounce bottle. You will be surprised at the many dollars of extra profit that you can add to your sales by suggesting Parker Quink in this way.

By Actual Test—

Permanent Quink in Royal Blue, Blue Black, and Black equals or surpasses government specifications in these eight important ways:



1. Water-resisting
2. Anti-fading
3. Non-clogging
4. Quick-drying
5. Correct-flowing
6. Anti-corroding
7. Non-molding
8. Anti-deposit forming

The Vacumatic Filling Demonstration

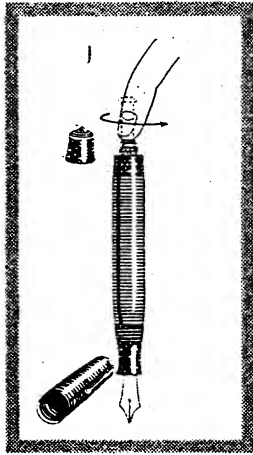


Figure 1—Remove the blind cap and turn top of diaphragm rod slightly to the left, allowing it to come up.

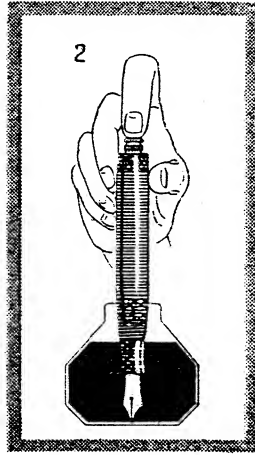


Figure 2—Insert pen in ink bottle so that point is completely submerged.

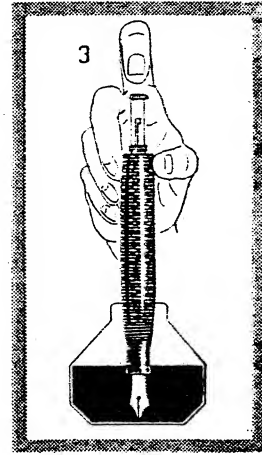
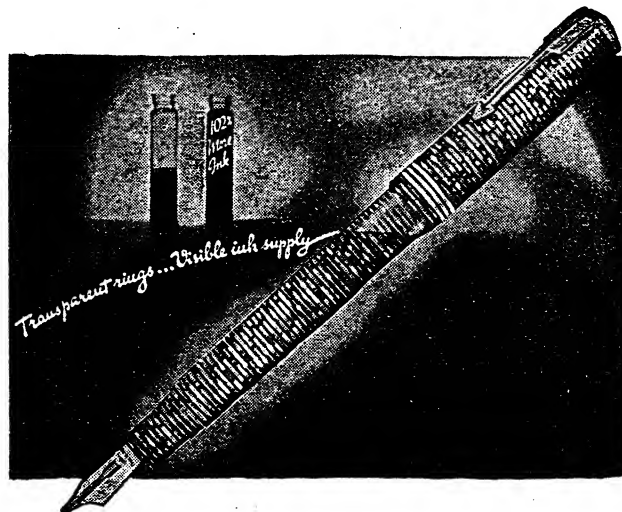


Figure 3—Push diaphragm rod all the way down, then release. Repeat 8 times, pausing a second at the top of each stroke.

Never allow a Vacumatic purchaser to walk out of your store without making absolutely sure that he understands perfectly how to fill his pen. Be sure to demonstrate the filling method for him. If you fail to do this, you are asking for trouble, for unless properly filled no pen can give satisfaction.

It is a good plan to wait until the sale is completed, however, before you show the customer how to fill the pen. Of course, if he asks about this early in the sale, do not hesitate to demonstrate immediately.



The "Heart" of the Vacumatic

and how it works

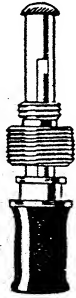


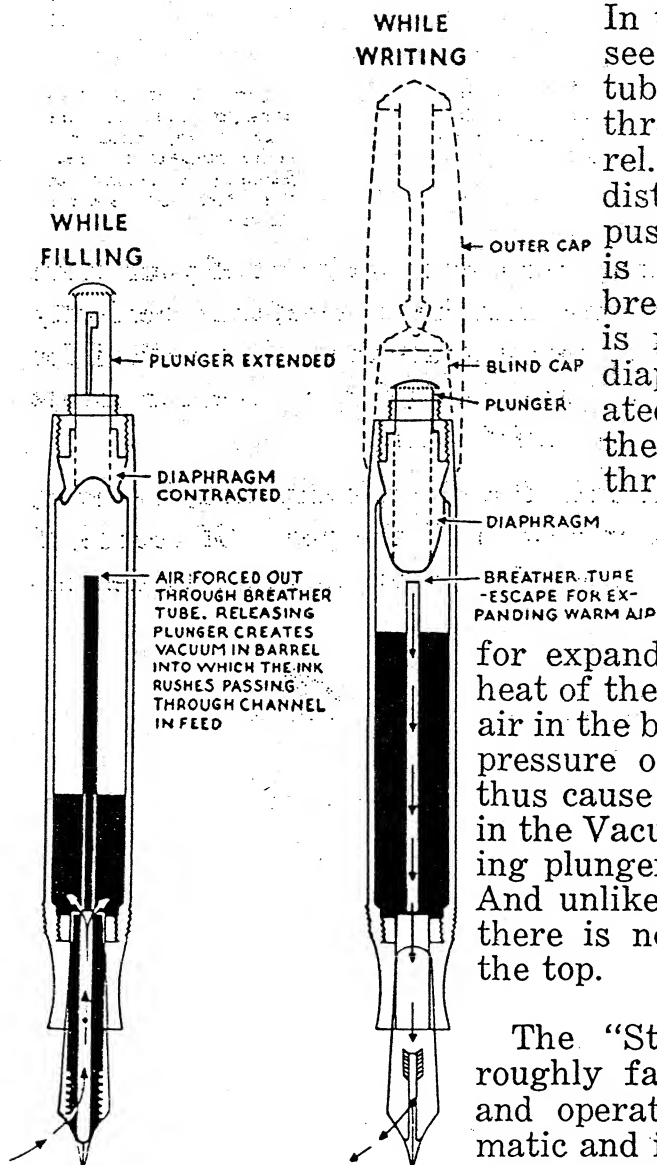
Figure 1
Diaphragm
contracted



Figure 2
Diaphragm
distended

The Parker Vacumatic is filled by the expansion and contraction of a simple diaphragm, whose working parts are safely-sealed in the top of the pen where ink can not touch, corrode, or otherwise disable them. There is no friction between the diaphragm and the inside of the pen barrel to cause wear.

A Revolutionary Principle



In the cut at the left you will see that there is a breather tube running from the feed up through the center of the barrel. When the diaphragm is distended as the plunger is pushed down, air in the barrel is forced out through the breather tube. When plunger is released, contracting the diaphragm, a vacuum is created in the barrel into which the ink rushes, passing through channel in feed up through the breather tube. When the pen is in use, the breather tube acts as an escape outlet for expanding air. Thus, when the heat of the writer's hand expands the air in the barrel, the air cannot create pressure on the column of ink and thus cause flooding. Remember that in the Vacumatic Pen there is no sliding plunger, no packing to wear out. And unlike some other type of pens, there is no eye-dropped air bulb in the top.

The "Star" sales-person is thoroughly familiar with the principle and operation of the Parker Vacumatic and is able to explain it simply and quickly to the customer if and when the occasion arises.

20 QUESTIONS

How Many Can You Answer ?

1. In what two ways can the sales-person discover which make of pen is the more popular? (Page 7)
2. About what percentage of customers ask to see a particular make of pen? (Page 6)
3. According to the National Pen Census, what is Parker's ratio of popularity compared with the next leading brand? (Page 6-7)
4. Why is it a mistake to start the sale by showing a rubber ink sac pen? (Page 7)
5. Is it to your advantage to feature high-priced pens or low-priced pens? (Page 8)
6. What does a recent house-to-house survey show about Parker ownership in the better neighborhoods compared with that in poorer sections? (Page 8)
7. What percentage of pens are bought for gifts? (Page 8)
8. How should the pen counter be arranged to gain maximum sales? (Page 9)
9. What questions should you ask the customer before starting the sale? (Page 9)
10. What should you do before handing a pen to the customer to try? (Page 10)
11. Name 2 major advantages of the Parker Vacumatic over rubber ink sac pens. (Pages 10-11)

12. What 3 metals are used in Parker Vacumatic points?
(Page 11)
13. What is the material used in Parker's new feed?
(Page 12)
14. Why is it that the Parker Vacumatic is able to hold 102% more ink than some other pens? (Page 10)
15. How does the Vacumatic differ from other types of sacless pens? (Page 15)
16. What is the purpose of Parker's Breather Tube?
(Page 20)
17. What are the 3 steps in filling the Parker Vacumatic?
(Page 19)
18. When is the best time to suggest a Parker Pencil?
(Page 16)
19. What are the advantages of the Sealomatic Desk Sets over ordinary kinds? (Page 17)
20. How much faster does Parker Quink dry than ordinary ink? Why does Parker Quink "clean a pen as it writes?"
(Page 18)